

6/1/88

JUNE VOLUME ESTIMATES
(000,000'S)

2045364339

	Philip Morris		R.J. Reynolds		Total P.M. & RJR	Brown & Williamson		Lorillard		American		Liggett		4 Company Payback Total ++	Total Industry
	Volume	% Payback	Volume	% Payback		Volume	% Payback	Volume	% Payback	Volume	% Payback	Volume	% Payback		
January 1988:	8,449	74.1%	5,191	70.0%	13,640	2,528	54.1%	1,969	43.9%	2,539	100.0%	554	74.1%	7,590	21,234
February 1988:	14,802	23.7%	9,760	30.0%	24,562	2,981	45.9%	2,165	41.7%	2,996		1,057	25.9%	9,199	33,769
March 1988:	20,167		23,189		43,356	4,829		3,310	14.4%	3,314		2,106		13,559	56,926
1st Quarter:	43,418		38,140		81,558	10,338		7,444		8,849		3,717		30,348	111,929
April 1988:	16,244	79.10%	6,503	95.70%	22,747	4,792		3,731		3,071		705	100.00%	12,299	35,052
May 1988:	25,852		20,234		46,086	5,972		4,980		3,703		1,311		15,965	62,051
June 1988:	18,036		21,910		39,946	6,606		4,905		4,156		2,125		17,792	57,738
% Chng 88/87:	-22.77		-15.39		-18.89	1.10		-15.20		17.77		-9.88		-2.27	-14.42
3mm:	60,132		48,647		108,779	17,370		13,616		10,930		4,141		46,057	154,841
% Chng 88/87:	1.94		-4.59		-1.08	-3.05		-5.07		2.70		-23.26		-4.64	-2.19
YTD:	103,550		86,786		190,336	27,708		21,059		19,779		7,858		76,404	266,771
% Chng 88/87:	2.25		-5.00		-1.19	-4.39		-9.29		2.45		-21.85		-6.32	-2.72
12mm:	217,837		180,822		398,659	61,461		44,475		39,916		17,963		163,815	562,568
% Chng 88/87:	1.16		-3.87		-1.19	-4.74		-3.04		-0.97		-13.58		-4.47	-2.17
March Load:**	1,011		8,273		9,284							471		471	9,755
April Load:**	258		222		480	64		38		46				148	628
April Payback:	800		7917		8,717							471		471	9,188
May Load:	6863		4914		11,777	697		1029		339				2,065	13,842
June Load:	-2014		5425		3,411	1079		742		625		541		2,987	6,398
2nd Qtr Load	5107		10561		15,668	1840		1809		1009		541		5,200	20,868